

Sweet Deceptions

The problem of youth e-cigarette use



Toll of Tobacco

- Almost 90 percent of all regular smokers begin smoking at or before age 18.
 - CDC (2018)
- Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined.
 - Campaign for Tobacco Free Kids (2018)



Toll of Tobacco in South Dakota

- 1,300 South Dakota adults die each year from smoking.
 - Campaign for Tobacco Free Kids (2018)
- 21,000 kids under 18 and alive today in South Dakota will ultimately die prematurely from smoking.
 - Campaign for Tobacco Free Kids (2018)

Middle School Rates

- South Dakota *middle school* students:
 - 2.0% current cigarette smokers (2.1% U.S.)
 - 2.6% current smokeless tobacco users (1.9% U.S.)
 - 2.5% current e-cigarette users (3.3% U.S.) (0.6% in 2011 - U.S.)
 - 8.2% **ever** used e-cigarettes (1.7% in 2011 - U.S.)
- SD Youth Tobacco Survey (2017)
- U.S. Data CDC (2017)

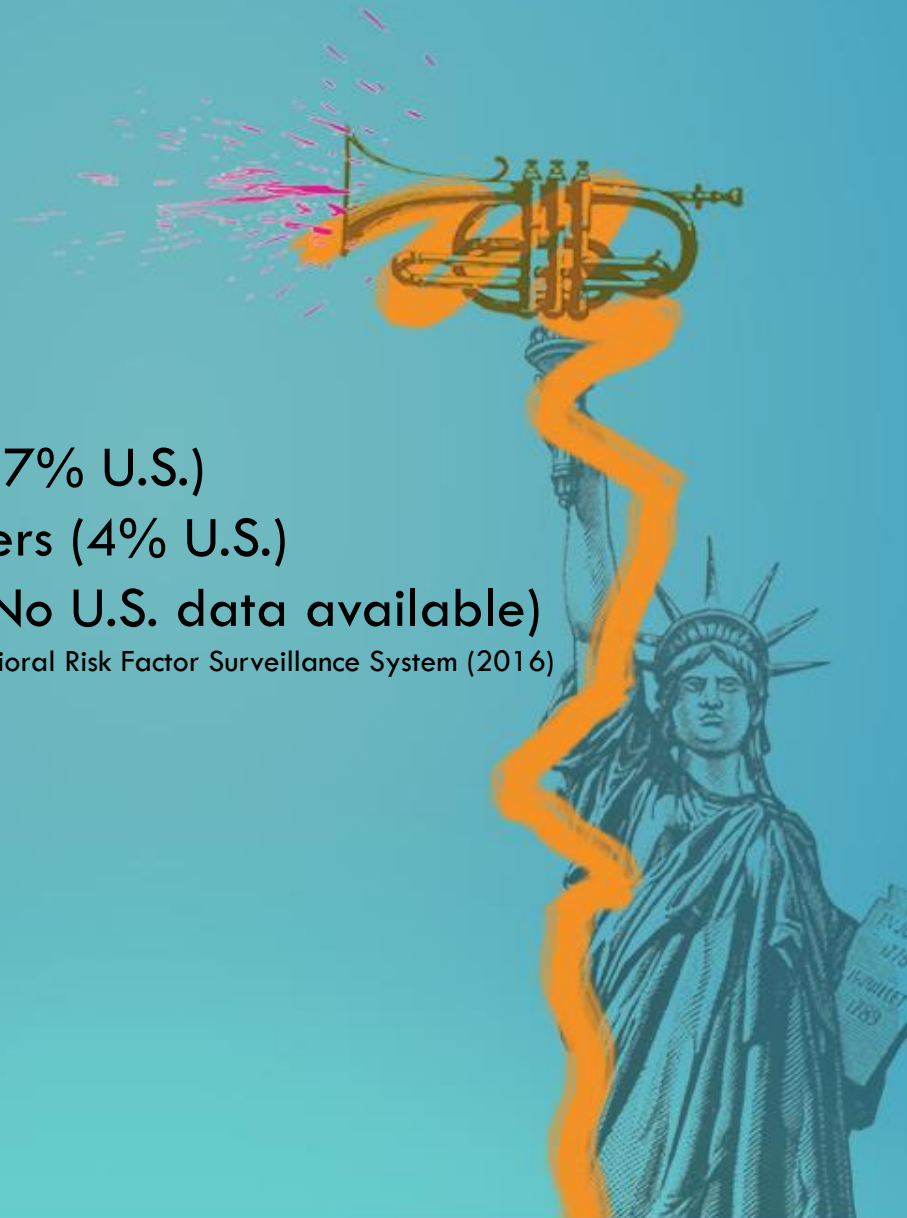


High School Rates

- South Dakota *high school* students:
 - 10.1% current cigarette smokers (10.8% U.S.)
 - 11.7% current smokeless tobacco users (7.3% U.S.)
 - 17.3% current e-cigarette users (24.1% U.S.) (1.5% in 2011 – U.S.)
 - 41.0% **ever** used e-cigarettes (44.9% U.S.)
- SD Youth Risk Behavior Survey (2015)
 - U.S. Data CDC (2015)

Adult Rates

- South Dakota **adults**:
 - 18% current cigarette smokers (17% U.S.)
 - 6% current smokeless tobacco users (4% U.S.)
 - 3.0% current e-cigarettes users (No U.S. data available)
 - South Dakota Behavioral Risk Factor Surveillance System (2016)



What are e-cigarettes?

- E-cigarettes are battery-operated devices that heat a liquid and convert it into an aerosol, which is then inhaled and delivers nicotine, flavors, and other chemicals to its user.
 - US Surgeon's General (2018)
- Also known as “e-cigs”, “e-hookahs”, “mods”, “vape pens”, “vapes”, and “Juuls”.

What do they look like?

- Some e-cigarettes are made to look like regular cigarettes, cigars, or pipes. Some resemble pens, USB sticks, and other everyday items. Larger devices such as tank systems, or “mods,” do not resemble other tobacco products.

- CDC (2018)



Some e-cigarettes look like regular cigarettes, cigars, or pipes.
Some look like USB flash drives, pens, and other everyday items.

Types of e-cigarettes



MINI E-CIG



MID-SIZED



MODIFIED

Smaller/Fixed

Larger/Customizable

Evolution of the e-cigarette

Generic combustible tobacco cigarette



First generation e-cigarette



Second generation e-cigarette



Third generation e-cigarette



Shown to demonstrate approximate scale

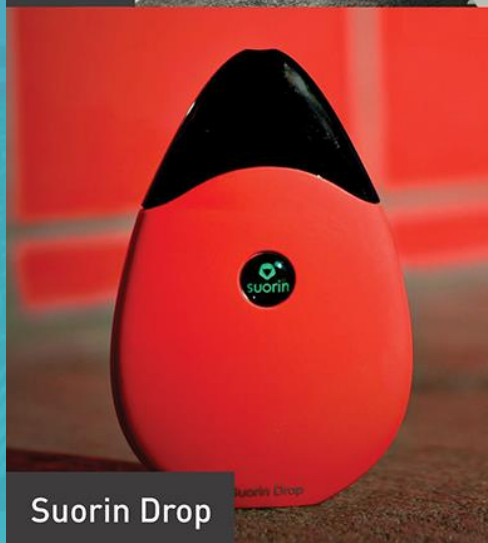
Source: National Academies of Sciences, Engineering and Medicine,
Public Health Consequences of E-Cigarettes



Current generation of e-cigarettes



JUUL



Suorin Drop



myblu™

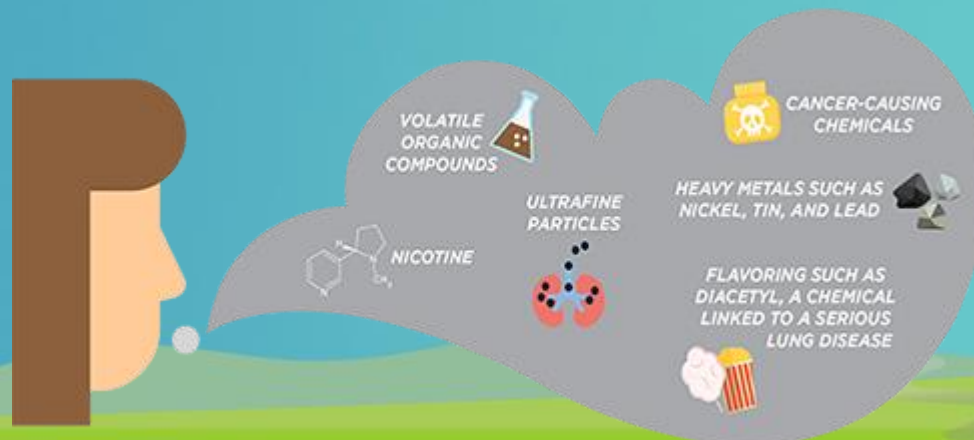
JUUL



What's in the aerosol?

- E-cigarette aerosol is NOT harmless “water vapor.”
- It is difficult for consumers to know what e-cigarette products contain.

• CDC (2018)



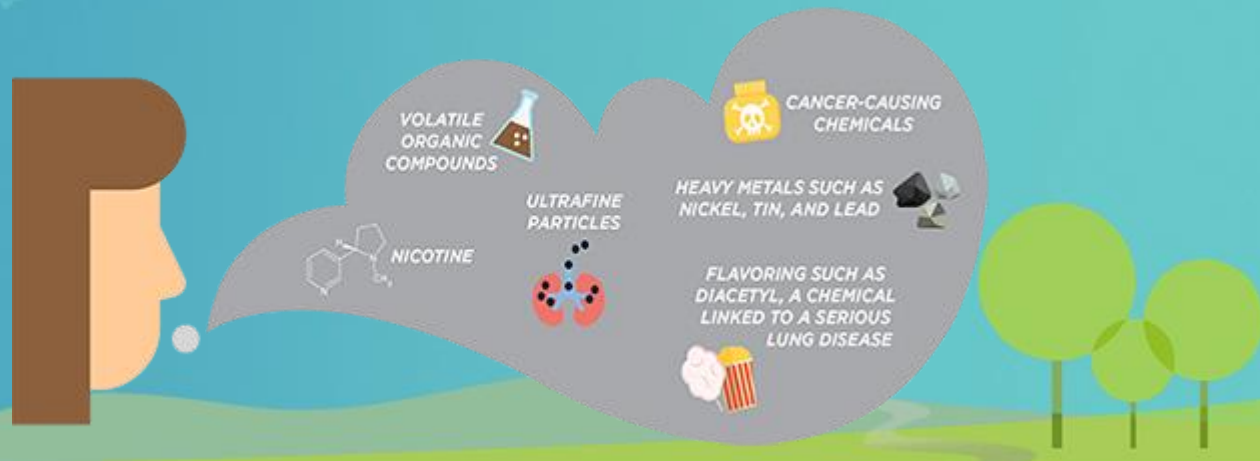
What's in the aerosol? (cont.)

- The aerosol produced by e-cigarettes *almost always* contains nicotine.

• CDC (2018)

- Some e-cigarettes being marketed as containing no nicotine have still been found to contain nicotine.

• US Surgeon's General (2018)



Are they harmful?

- The use of products containing nicotine poses a threat to youth.
 - US Surgeon's General (2018)
- Nicotine is harmful to adolescent brain development.
- Some of the ingredients in e-cigarette aerosol could also be harmful to the lungs in the long-term.
- Defective e-cigarette batteries have caused some fires and explosions.
- Children and adults have been poisoned by swallowing, breathing, or absorbing e-cigarette liquid through their skin or eyes.
 - CDC (2018)





Youth Access Laws in South Dakota

- It is unlawful for a minor to purchase or attempt to purchase or receive or attempt to receive, possess or consume tobacco products. The definition of tobacco product includes vapor product as defined for the purposes of this section. Violation is a Class Two misdemeanor.
S.D. CODIFIED LAWS 34-46-2 (2009), 34-46-5 (1999) & 34-46-20 (2014).

FDA Regulation

- FDA gained authority to regulate e-cigarettes in 2016



Tobacco Industry Marketing

- Each year, the tobacco industry spends \$9.5 billion on tobacco advertising in the U.S.
- Approximately \$27.5 million per year in South Dakota.
- Three most heavily advertised brands:
 - Marlboro, Newport, and Camel
- In July 2000, a study revealed that after tobacco billboards were banned by the Master Settlement Agreement the cigarette companies *increased their advertising and promotions in and around retail outlets, such as convenience stores.*
 - Campaign for Tobacco-Free Kids (2018)

Tobacco Industry Quotes

- “It’s a well-known fact that teenagers like sweet products. Honey might be considered”
 - Brown & Williamson Memo, 1972
- “Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.”
 - UST sales representative, 1994
- “We have been asked by our clients to come up with a package design... a design that’s attractive to kids.”
 - Lorillard’s ad agency, 1970
- Today’s teenager is tomorrow’s potential regular customer...the smoking patterns of teenagers are particularly important to Phillip Morris.”
 - Myron E. Johnston, Philip Morris Researcher, 1981



6 Ways E-Cigarette Companies Are Copying Big Tobacco's Playbook



E-Cigarette Ad **A**

...in appearance, as in actual point of view, it's modern design that makes the big difference!

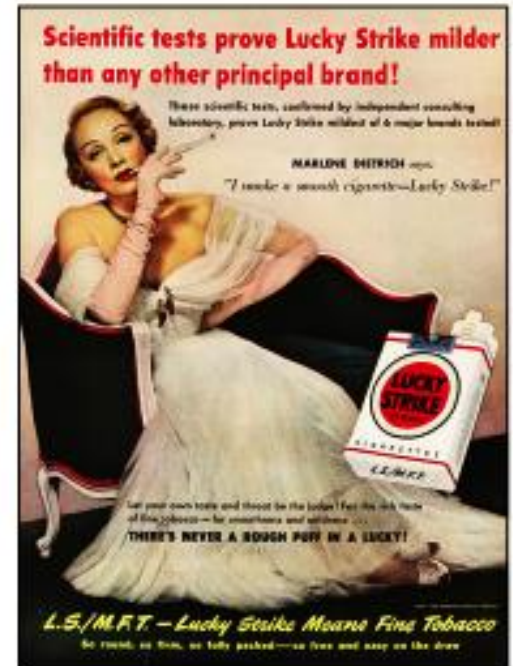
**"You'll like Pall Mall's modern design —
it filters the smoke — lessens throat irritation!"**

Pall Mall
LONDON

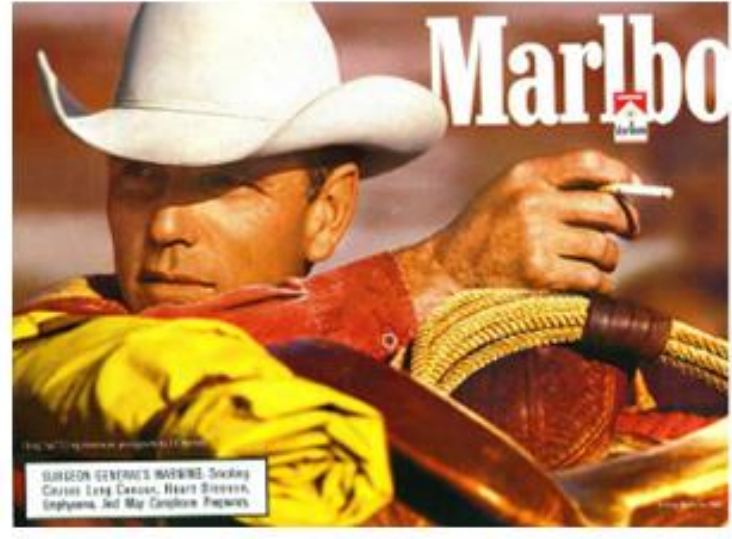
WHEREVER PARTICULAR HOME CONGRUATE

Cigarette Ad **>>**

#1 Celebrity Spokespeople



#2 Magazine Ads Featuring... Rugged Men



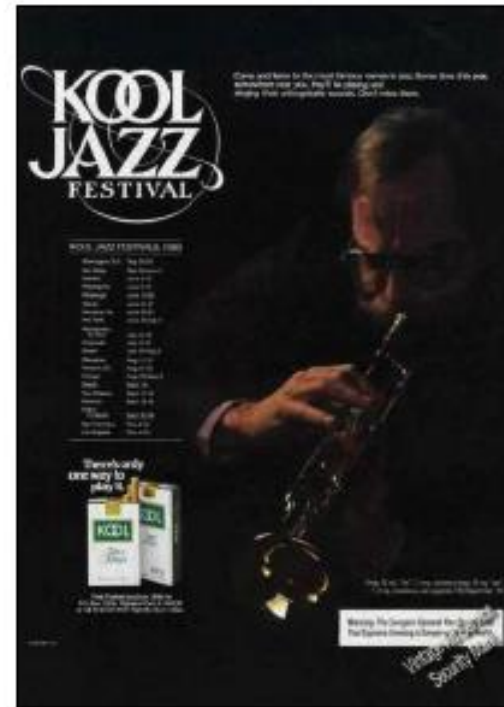
... or Glamorous Women



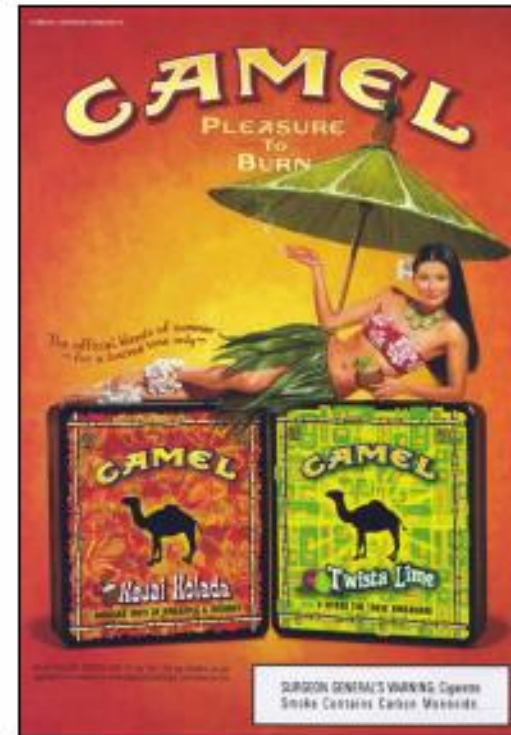
#3 Sponsorship of Sports...



...and Music Festivals



#4 Sweet Flavors



#5 Cartoons



#6 “Switch Don’t Quit”



What did we learn?

- E-cigarette use has surpassed commercial tobacco use among youth
- E-cigarettes go by many different names
 - Juul is currently the most popular brand
- E-cigarette aerosol is NOT harmless “water vapor”
- E-cigarettes are harmful to users
- Don’t fall for the marketing tricks



What can youth do?

- Educate yourself and others on the harms of tobacco, nicotine, and e-cigarette use.
- Advocate for tobacco-free properties and make sure to include e-cigarettes in these policies.
- Share resources for quitting tobacco.



Reliable Resources for Youth

South Dakota Resources

- Be Free SD
 - <http://befreesd.com/>
- ReThink Tobacco
 - <http://rethinktobacco.com/about/>
- South Dakota QuitLine
 - <https://www.sdquitline.com/>

National Resources

- “Know the Risks” Campaign
 - <https://e-cigarettes.surgeongeneral.gov/>
- Centers for Disease Control and Prevention
 - https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm
- Truth Initiative
 - <https://truthinitiative.org/topics/tobacco-products/e-cigarettes>
- Campaign for Tobacco Free Kids
 - <https://www.tobaccofreekids.org/>
- Food and Drug Administration
 - <https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/ucm620783.htm>



Want more information?

Contact a Regional Tobacco Prevention Coordinator





Regional Tobacco Prevention Coordinators

- **Central Region**

Phone: 605-276-5104

Counties: Aurora, Bennett, Brule, Buffalo, Campbell, Charles Mix, Corson, Dewey, Douglas, Gregory, Haakon, Hand, Hughes, Hyde, Jackson, Jerauld, Jones, Lyman, Mellette, Potter, Shannon, Stanley, Sully, Todd, Tripp, Walworth, Ziebach

- **Northeast Region**

Phone: 605-878-0361

Counties: Beadle, Brookings, Brown, Clark, Codington, Day, Deuel, Edmunds, Faulk, Grant, Hamlin, Kingsbury, Marshall, McPherson, Roberts, Spink

- **Southeast Region**

Phone: 605-444-6341

Counties: Bon Homme, Clay, Davison, Hanson, Hutchinson, Lake, Lincoln, McCook, Miner, Minnehaha, Moody, Sanborn, Turner, Union, Yankton

- **Western Region**

Phone: 605-394-5120

Counties: Butte, Custer, Fall River, Harding, Lawrence, Meade, Pennington, Perkins



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